



# **MALAYSIA MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country Overview

MALAYSIA IS A SMALL COUNTRY WITH A FAST-GROWING ECONOMY

## Overview of Malaysia



CAPITAL

**Kuala Lumpur**

REGION

**Asia**

GDP PER CAPITA, PPP

**\$29,620**

GDP

**\$365 billion**

POPULATION

**31,949,777**

AREA

**329,847 SQ.KM**

Malaysia has a constitutional monarchy headed by a mostly ceremonial monarch, who appoints a prime minister.

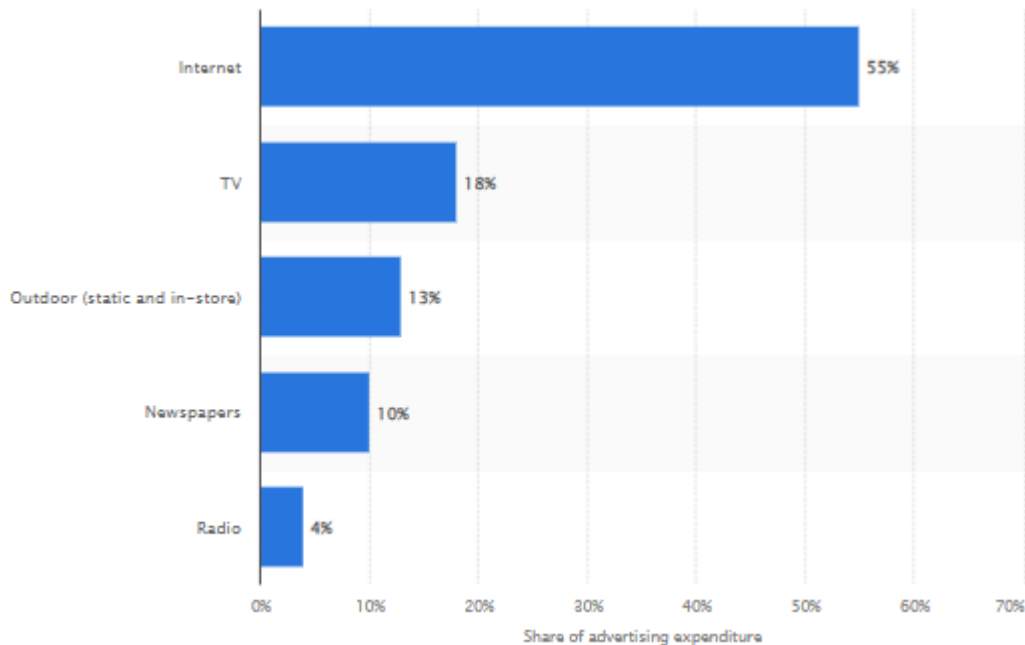
Malaysia is a major exporter of electrical appliances, electronic parts and components, palm oil and natural gas.

Contemporary Malaysian culture has indigenous, early Hindu, early modern, Islamic and Western influences.

# Media Consumption Overview

TRADITIONAL MEDIA CONTINUE TO REACH AT LEAST 4 IN 5 MALAYSIANS

**Share Of Advertising Expenditure In Malaysia In 2021, By Media Type**



Digital is on a steady growth



On average Malaysians consume approximately 4 hours of TV every day



Radio is mainly used to consume news, talk shows and sports updates

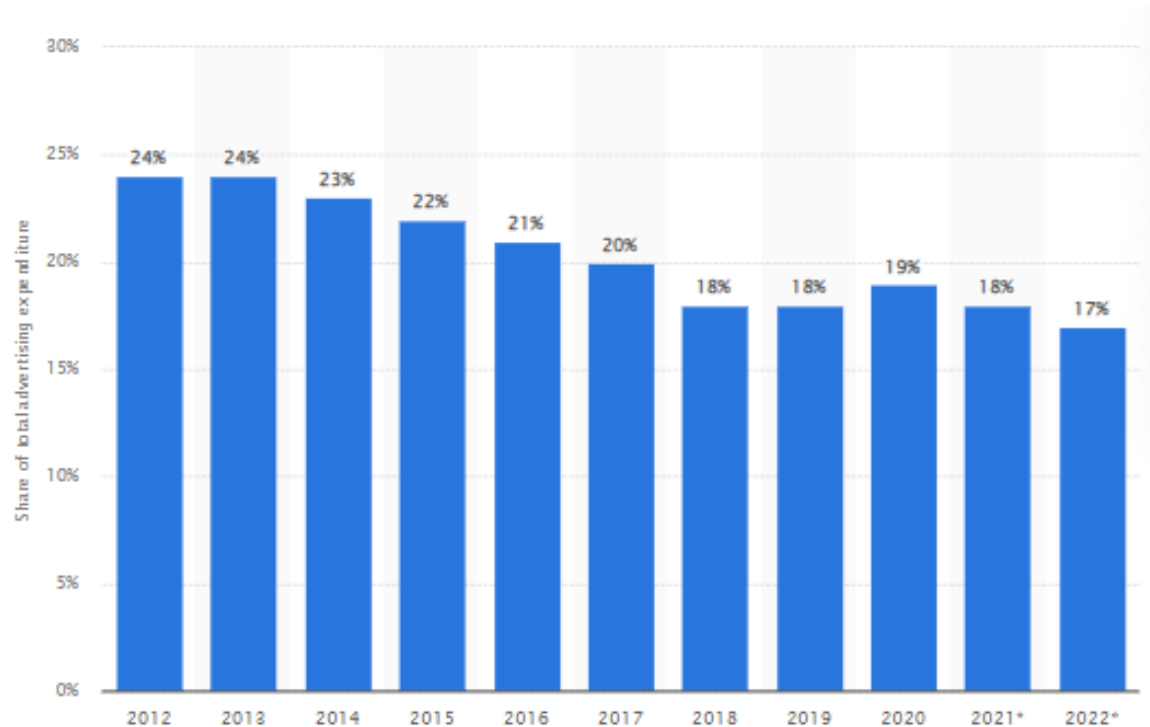


Print is the 3<sup>rd</sup> widely traditional media consumed (49%)

# TV Consumption

NEWS, REALITY TV AND FEMALE ORIENTATED PROGRAMMES SAW SIGNIFICANT SPIKES IN 2020

## Television advertising expenditure 2021

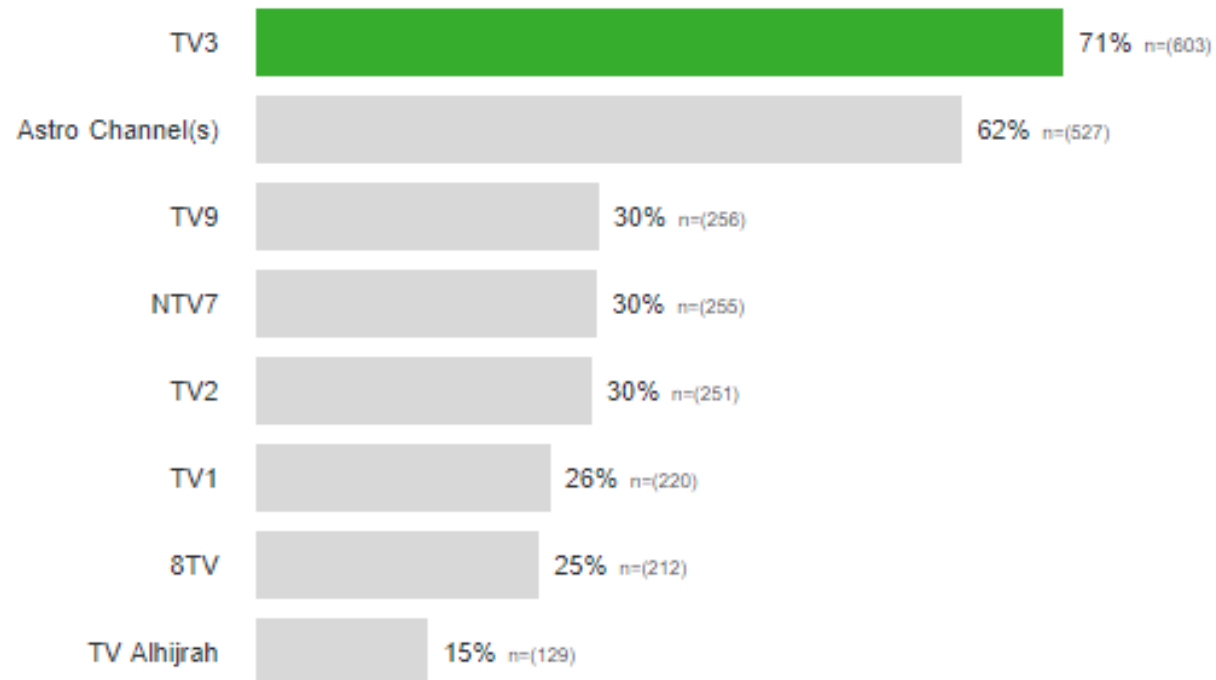


- There are currently 8 national free-to-air terrestrial television stations in Malaysia and 2 national pay subscription television stations in Malaysia.
- Audiences in Malaysia watched an average of seven hours and seven minutes of TV a day

# TV Consumption

## TOP TV CHANNELS

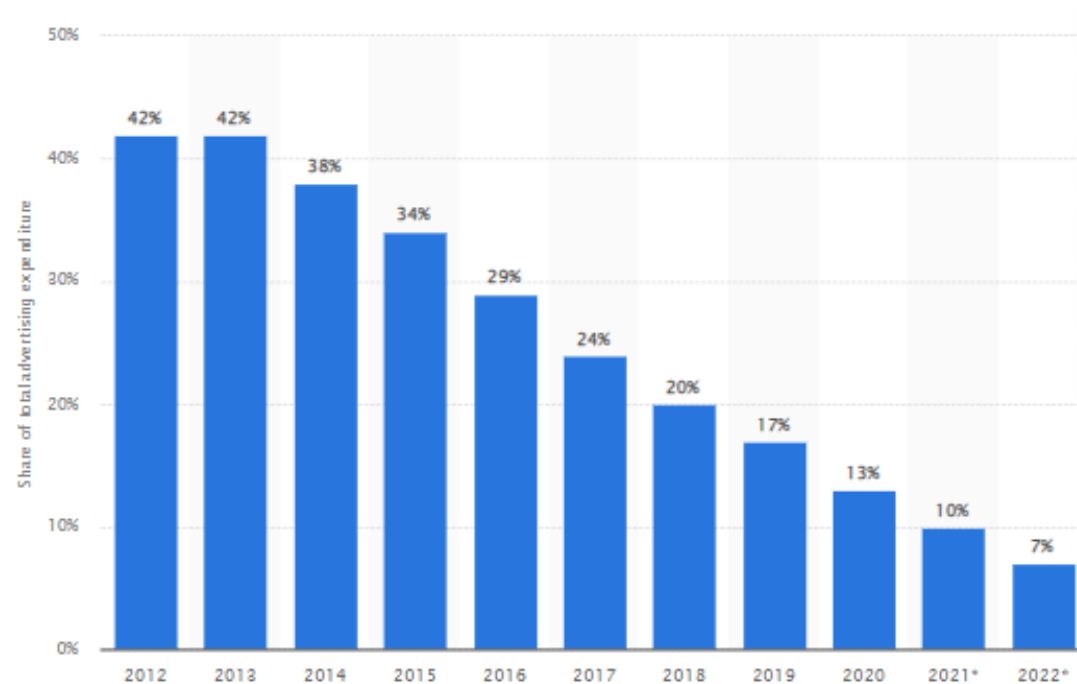
### Leading local television channels



# Print Consumption

PRINT NEWSPAPERS ARE STILL RELEVANT IN MALAYSIA DESPITE A SPIKE IN ONLINE TRAFFIC

## Advertising Expenditure On Newspapers In 2021

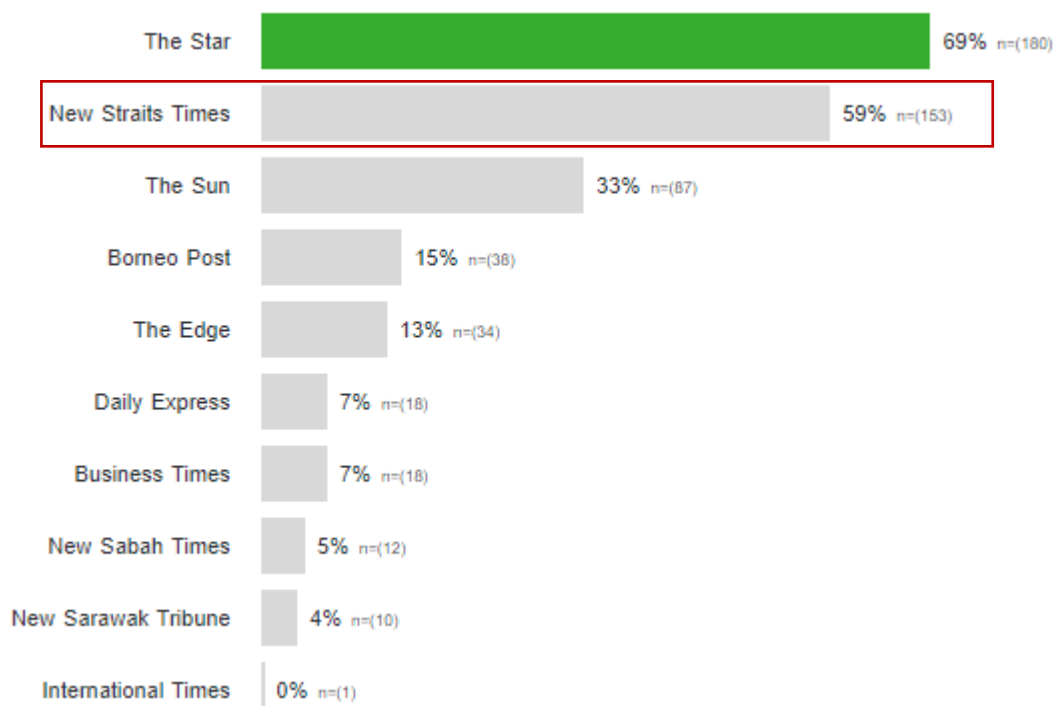


- There are over 30 newspapers and tabloids published mainly in Malay, English, Chinese and Tamil.
- 51% of respondents in a survey by [Vase](#) stated they or their family sometimes purchased their own copy of newspapers, while 26% said they had a monthly/yearly subscription.
- Reputation of print media relies on credibility and most Malaysians still favor it over social media due to fake news and misinformation.

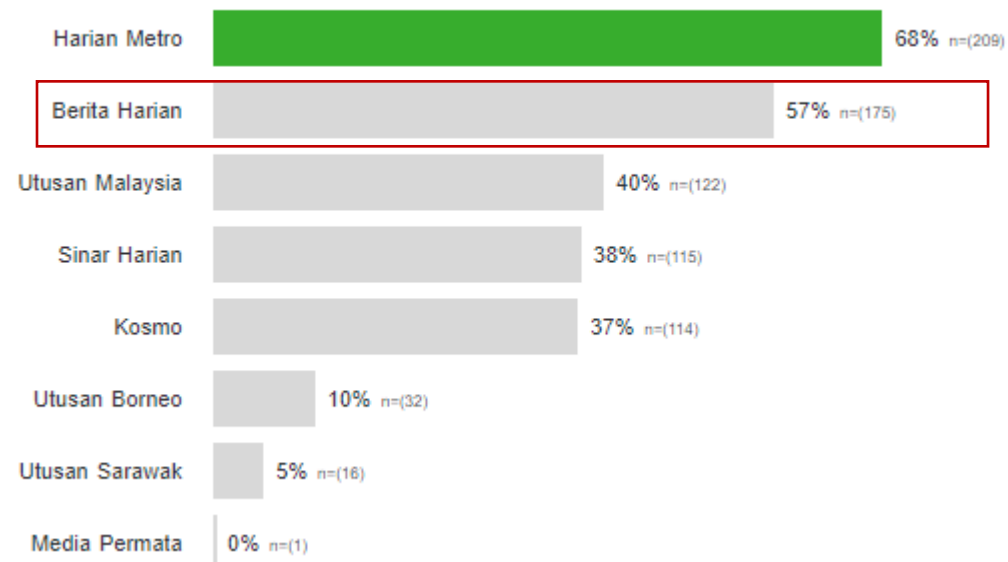
# Print Consumption

## TOP PRINT TITLES

### Leading English Print Newspaper



### Leading Malay Print Newspaper



# Print Consumption

## TOP PRINT TITLES

### The New Straits Times Daily Circulation: 30,929

The New Straits Times is an English-language newspaper published in Malaysia. Its strong conviction for a stable, progressive nation-building, brings to its audience a rich editorial content that has garnered huge following of movers and shakers, and key decision makers, paving the way to a united and progressive Malaysia.



### Berita Harian Daily Circulation: 106,754

Berita Harian (BH) is a Malay-language daily newspaper published in Malaysia owned by the New Straits Times Press. The newspaper publishes the latest news around the world and gives in-depth opinions on various topics.





# Radio Consumption

RADIO REMAINS AN INFLUENTIAL AND STRONG ENGAGEMENT MEDIA

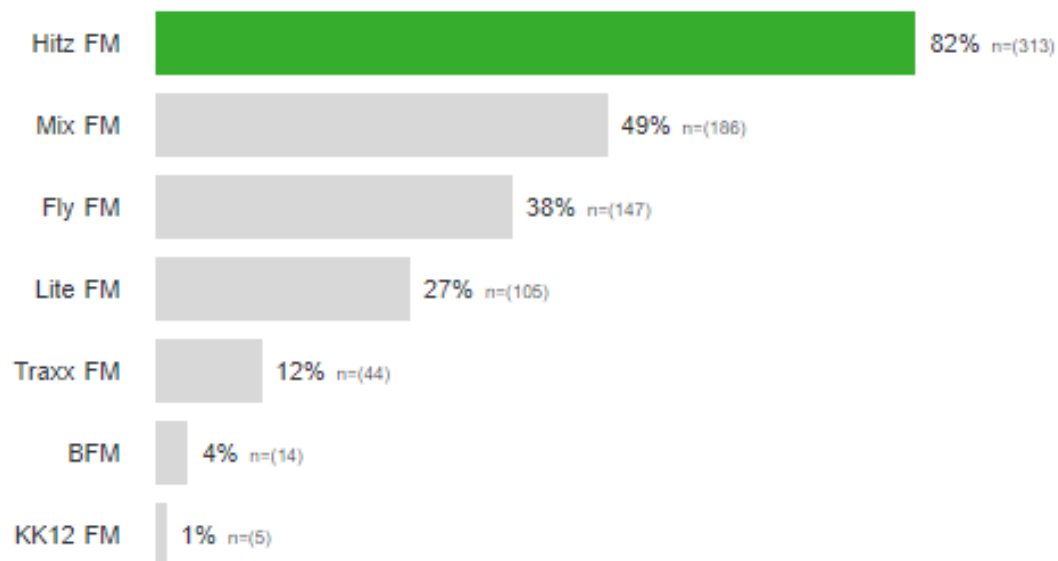


- Most of the radio listeners in Malaysia are in Selangor, with about 5.2 million people listening to the radio.
- Some 80% of listeners say they trust the information they receive from their favorite radio presenters.
- Radio is popular among younger listeners (20-29 years old) hitting 4.8 million in weekly reach.
- Among all the different languages, Bahasa Malaysia stations are most popular with radio audiences.

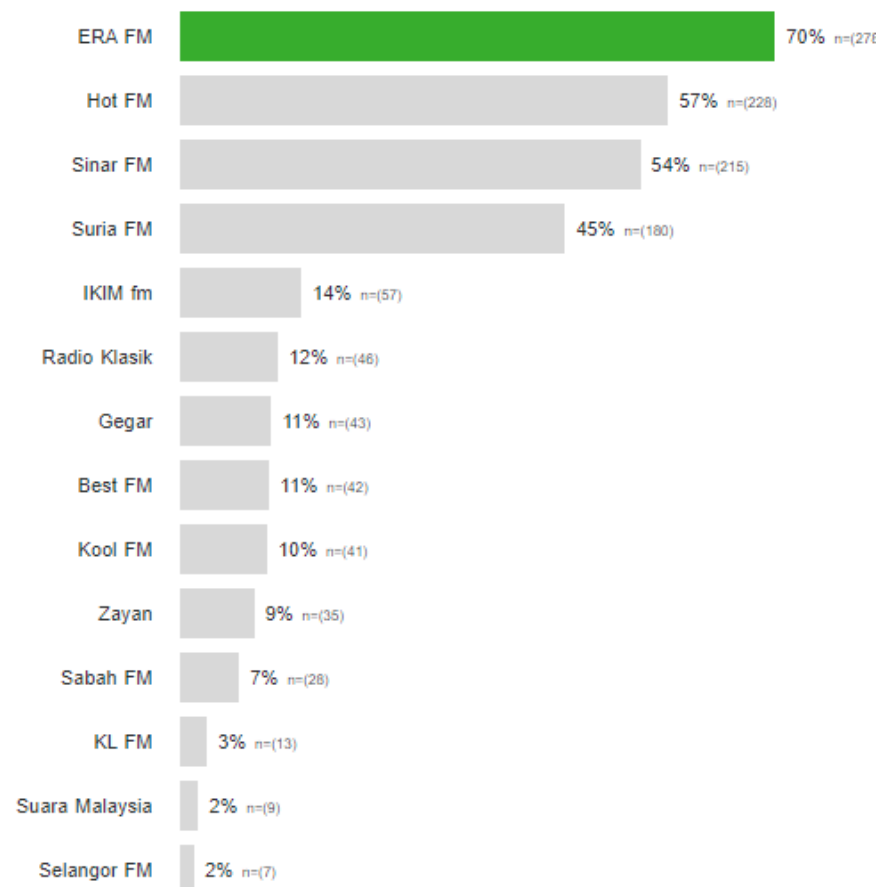
# Radio Consumption

## TOP RADIO STATIONS

### Leading English Radio Stations



### Leading Malay Radio Stations



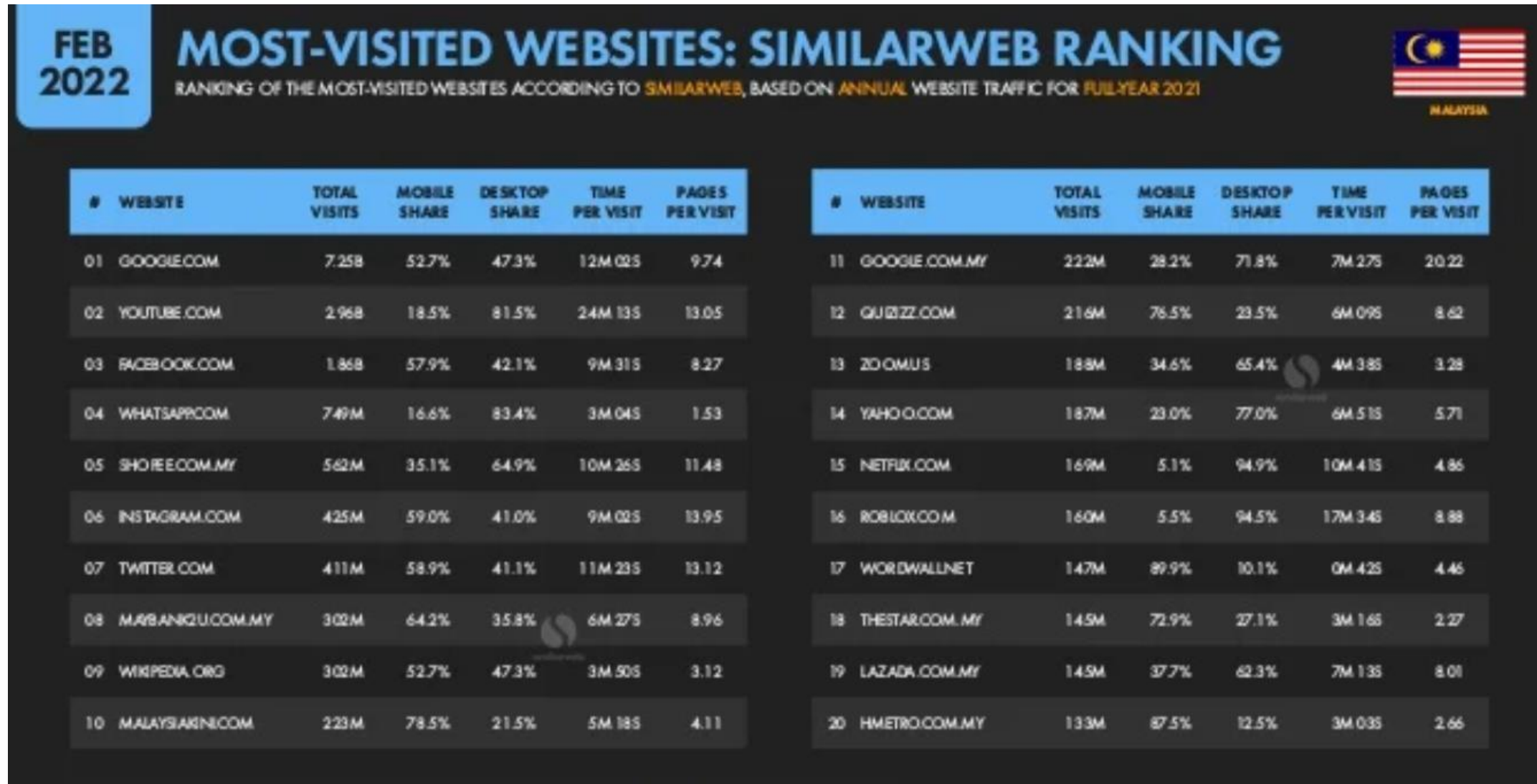
# Digital Consumption

THE NUMBER OF INTERNET USERS IN MALAYSIA INCREASED BY 2.8% BETWEEN 2020 AND 2021



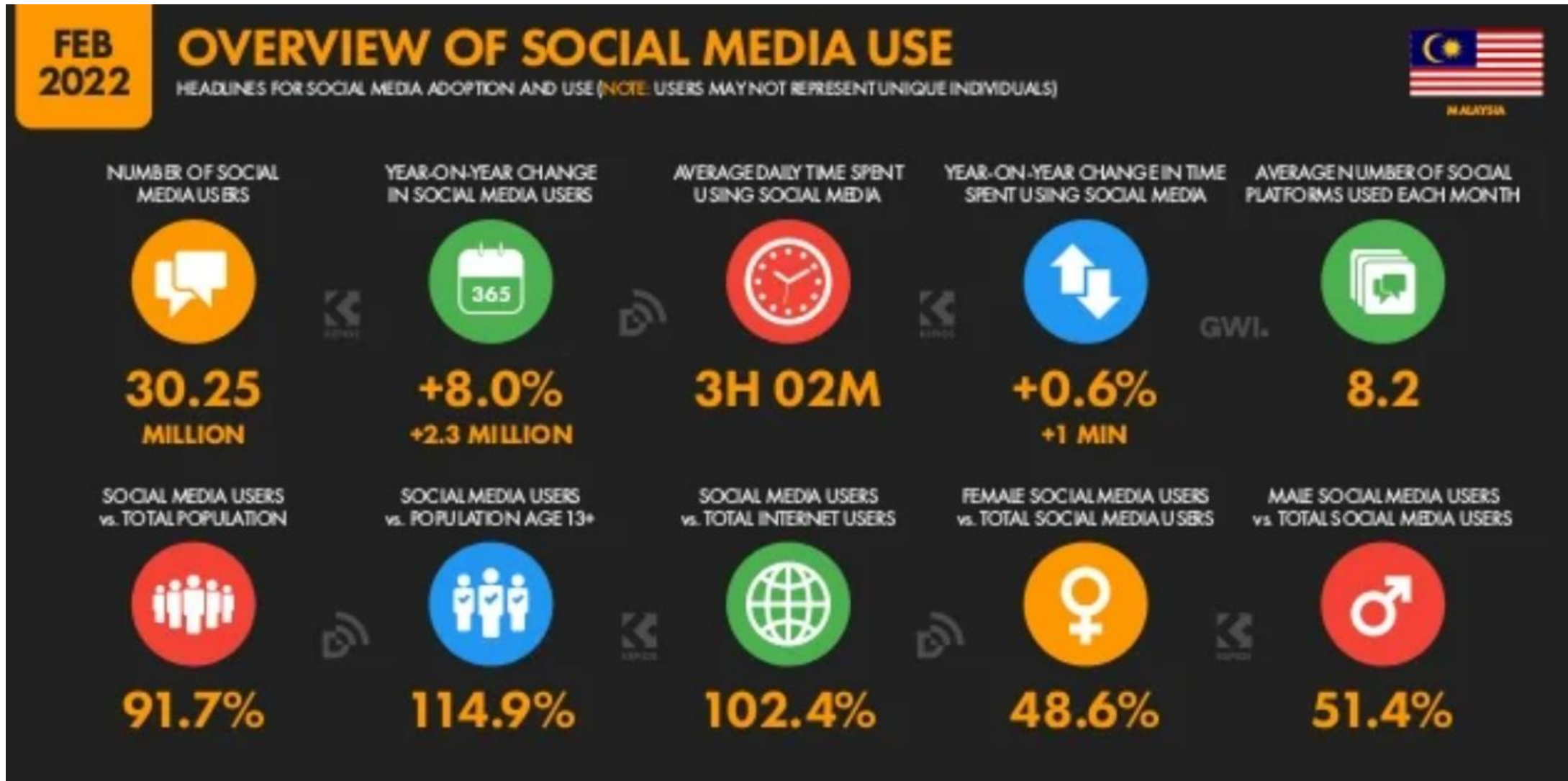
# Digital Consumption

MALAYSIANS SPEND MOST OF THEIR TIME ON YOUTUBE PER VISIT



# Digital Consumption

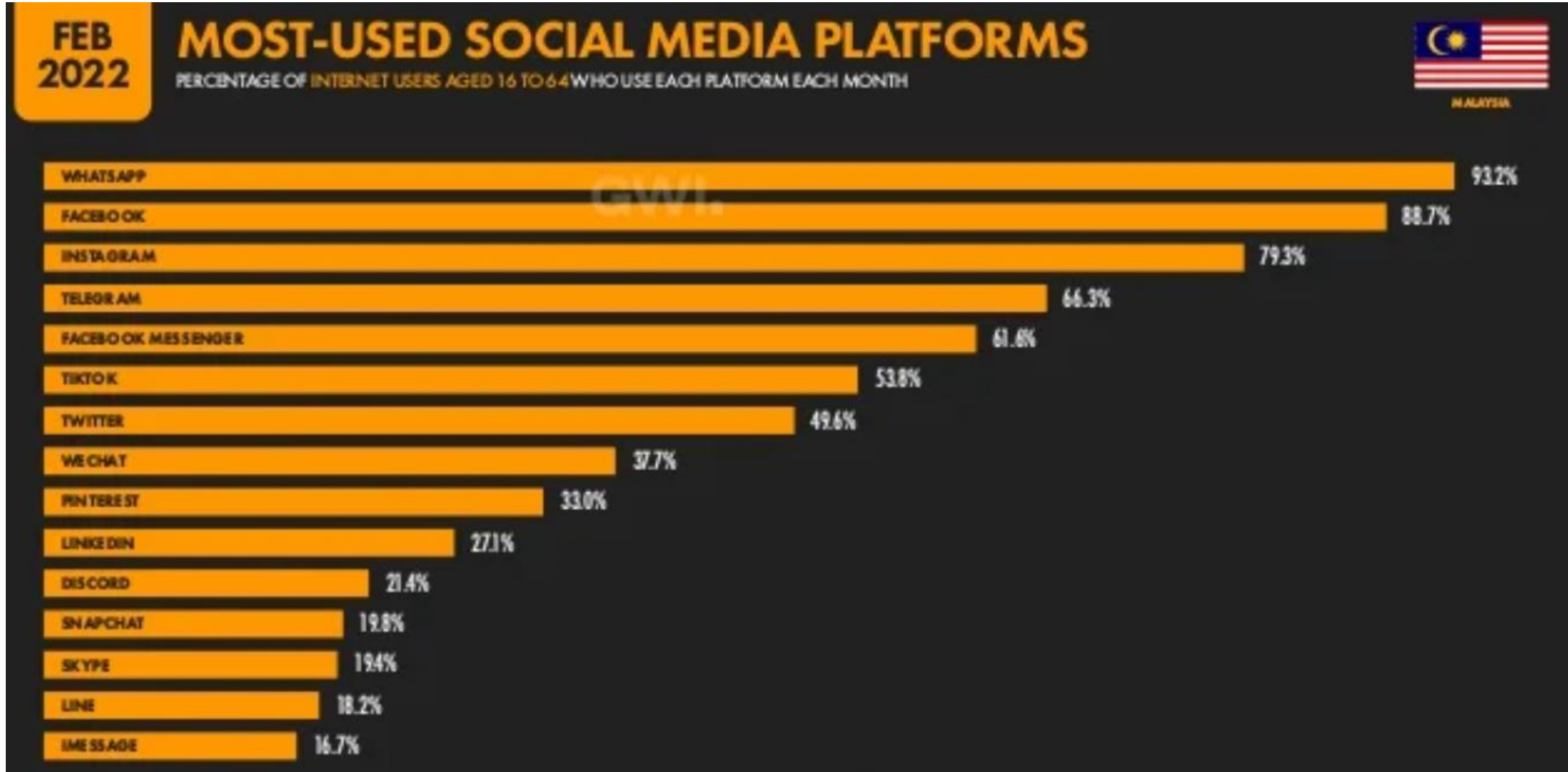
THE NUMBER OF SOCIAL MEDIA USERS IN THE US INCREASED BY 8% BETWEEN 2021 AND 2022





# Digital Consumption

WHATSAPP, FOLLOWED BY FACEBOOK ARE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



# Outdoor Sites

WOLO HOTEL – JALAN BUKIT BINTANG



City: Kuala Lumpur

Format: Digital

Size:

Screen 1: 1680 pixel  
(H) x 750 pixel (W)

Screen 2: 1000 pixel  
(H) x 480 pixel (W)

Screen 3: 1408 pixel  
(H) x 768 pixel (W)

Screen 4: 1000 pixel  
(H) x 240 pixel (W)

Screen 5: 1440 pixel  
(H) x 1000 pixel (W)

No. Of Screens:  
5

# Outdoor Sites

## DAMEN MALL



City: Subang Jaya

Format: LED Screen

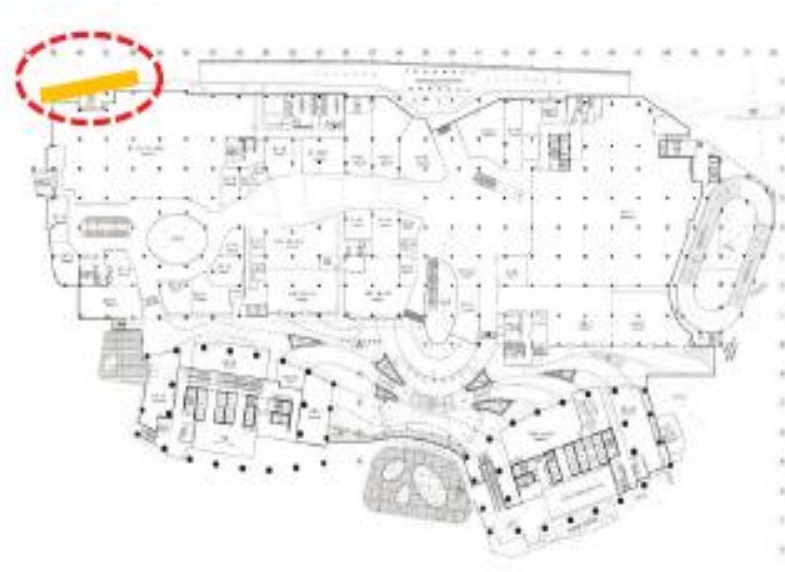
Size:  
87.35ft(W) x 36.96ft(H)

No. Of Screens: 1



# Outdoor Sites

## PARADIGM MALL



City: Petaling Jaya

Format: LED Screen

Size:  
14.4m(W) x 25.6m(H)

No. Of Screens: 1

# Let's Discuss

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